



WABC-TV/DT
New York

WABC-TV NEW YORK
7 LINCOLN SQUARE
NEW YORK NY 10023

Acknowledgment of Agreement Between WABC-TV NEW YORK and

DATE: 11-01-2012 PAGE: 1 of 5

MEDIA STRATEGIES & RESEARCH - 7658
ATTN: RACHAEL BEALE
11350 RANDOM HILLS RD.
SUITE 670
FAIRFAX VA 22030

| Contract No | Contract Dt | Revision Dt | Rev# | Advertiser | Brand | Product Code | Station/Market | | | | | | | | | | | |
|-----------------------|-------------|------------------------|--------------------|--|----------------------------------|--------------|------------------------------|---------|----------------|---|---|---|---|-----|-------|-----------|-----------|-----------|
| 394608 | 08-01-2012 | 11-01-2012 | 6 | GILLIBRAND FOR SENATE 2012 | KIRSTEN GILLIBRAND FOR US SENATE | POLITICALS | WABC - NEW YORK | | | | | | | | | | | |
| Agency Est# | | CMS # | Sales Office | Account Executive | Start Date | End Date | Billing | Package | Contract Title | | | | | | | | | |
| 11320 | | 240509 | PHILADELPHIA | D. PARKER | 10-29-2012 | 11-04-2012 | M (Broadcast Month, Cycle 1) | N | 240509 | | | | | | | | | |
| Line | Start Date | End Date | Time Period | Description | RC | Duration | M | T | W | T | F | S | S | SPW | Price | Tot Spots | Total \$ | |
| Agency CPE: E : 11320 | | | | | | | | | | | | | | | | | | |
| 1 | 10-29-2012 | 11-02-2012 | 05:15AM - 05:56AM | AM EWN THIS MORNING 5-6AM (7426) | 7 | 30 | 1 | 1 | 1 | 1 | 1 | | | 5 | 900 | 5 | 4,500.00 | |
| | | <u>Cr Resolved</u> | <u>Rate Reason</u> | | | | | | | | | | | | | | | |
| | | 10-30-2012 | 900 CRDT RESOLV | | | | | | | | | | | | | | | |
| | | Total: | 900 | | | | | | | | | | | | | | | |
| | | Credit Resolved Total: | | | | | | | | | | | | | | | -1 | -900.00 |
| 2 | 10-29-2012 | 11-02-2012 | 06:15AM - 07:00AM | AM EWN THIS MORNING 6-7AM (7427) | 7 | 30 | 2 | 2 | 2 | 2 | 2 | | | 10 | 2,000 | 10 | 20,000.00 | |
| | | <u>Cr Resolved</u> | <u>Rate Reason</u> | | | | | | | | | | | | | | | |
| | | 10-30-2012 | 2,000 CRDT RESOLV | | | | | | | | | | | | | | | |
| | | 10-30-2012 | 2,000 CRDT RESOLV | | | | | | | | | | | | | | | |
| | | Total: | 4,000 | | | | | | | | | | | | | | | |
| | | Credit Resolved Total: | | | | | | | | | | | | | | | -2 | -4,000.00 |
| 3 | 10-29-2012 | 11-02-2012 | 07:00AM - 09:00AM | AM GMA 7-9AM (7429) | 7 | 30 | 4 | 3 | 3 | 3 | 4 | | | 17 | 2,400 | 17 | 40,800.00 | |
| | | <u>Cr Resolved</u> | <u>Rate Reason</u> | | | | | | | | | | | | | | | |
| | | 10-29-2012 | 2,400 CRDT RESOLV | | | | | | | | | | | | | | | |
| | | 10-30-2012 | 2,400 CRDT RESOLV | | | | | | | | | | | | | | | |
| | | 10-30-2012 | 2,400 CRDT RESOLV | | | | | | | | | | | | | | | |
| | | Total: | 7,200 | | | | | | | | | | | | | | | |
| | | Credit Resolved Total: | | | | | | | | | | | | | | | -3 | -7,200.00 |
| 5 | 10-30-2012 | 11-01-2012 | 09:00AM - 10:57AM | DA AM DAYTIME 9AM-10:57AM (7437) | 7 | 30 | | 1 | | 1 | | | | 2 | 1,100 | 2 | 2,200.00 | |
| | | <u>Cr Resolved</u> | <u>Rate Reason</u> | | | | | | | | | | | | | | | |
| | | 10-30-2012 | 1,100 CRDT RESOLV | | | | | | | | | | | | | | | |
| | | Total: | 1,100 | | | | | | | | | | | | | | | |
| | | Credit Resolved Total: | | | | | | | | | | | | | | | -1 | -1,100.00 |
| 6 | 10-31-2012 | 10-31-2012 | 10:58AM - 12:00PM | DA THE VIEW (10707) | 7 | 30 | | | 1 | | | | | 1 | 3,500 | 1 | 3,500.00 | |
| 7 | 10-29-2012 | 11-02-2012 | 12:15PM - 12:30PM | DA PM DAYTIME ROTATION 12NOON-4PM (7439) | 7 | 30 | 1 | | | 1 | 1 | | | 3 | 1,400 | 3 | 4,200.00 | |

This agreement is subject to the terms and conditions indicated above.

Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood



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NEW YORK NY 10023

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DATE: 11-01-2012 PAGE: 2 of 5

MEDIA STRATEGIES & RESEARCH - 7658
ATTN: RACHAEL BEALE
11350 RANDOM HILLS RD.
SUITE 670
FAIRFAX VA 22030

| | | | | | | | | | | | | | | | | | | | | | | | | |
|-----------------------|---------------------------|---------------------------|----------------------------------|--|---|----------------------------|------------------------|---|----------|---|---|---|-----------------------------------|---|--------------|--------------------------|-----|-------|-----------|----------|------------------------|--|----|-----------|
| Contract No 394608 | Contract Dt 08-01-2012 | Revision Dt 11-01-2012 | Rev# 6 | Advertiser GILLIBRAND FOR SENATE 2012 | Brand KIRSTEN GILLIBRAND FOR US SENATE | Product Code POLITICALS | | | | | | | Station/Market WABC – NEW YORK | | | | | | | | | | | |
| Agency Est# 11320 | | | CMS # 240509 | Sales Office PHILADELPHIA | Account Executive D. PARKER | Start Date 10-29-2012 | End Date 11-04-2012 | Billing M (Broadcast Month, Cycle 1) | | | | | | | Package N | Contract Title 240509 | | | | | | | | |
| Line | Start Date | End Date | Time Period | Description | | | | RC | Duration | M | T | W | T | F | S | S | SPW | Price | Tot Spots | Total \$ | | | | |
| Agency CPE: E : 11320 | | | | | | | | | | | | | | | | | | | | | | | | |
| 8 | 10-30-2012 | 10-30-2012 | 12:30PM – 01:00PM | DA PM DAYTIME ROTATION 12NOON-4PM (7439) | | | | 7 | 30 | | 1 | | | | | | | 1 | 1,400 | 1 | 1,400.00 | | | |
| | | Cr Resolved 10-30-2012 | Rate Reason 1,400 CRDT RESOLV | | | | | | | | | | | | | | | | | | | | | |
| | | Total: | 1,400 | | | | | | | | | | | | | | | | | | Credit Resolved Total: | | -1 | -1,400.00 |
| 9 | 10-29-2012 | 11-02-2012 | 03:00PM – 03:59PM | DA KATIE COURIC M-F (12182) | | | | 7 | 30 | 1 | 1 | 1 | 1 | 1 | | | | 5 | 1,700 | 5 | 8,500.00 | | | |
| | | Cr Resolved 10-30-2012 | Rate Reason 1,700 CRDT RESOLV | | | | | | | | | | | | | | | | | | | | | |
| | | Total: | 1,700 | | | | | | | | | | | | | | | | | | Credit Resolved Total: | | -1 | -1,700.00 |
| 10 | 10-29-2012 | 11-02-2012 | 04:15PM – 04:59PM | EN EWN AT 4PM M-F (11372) | | | | 7 | 30 | 2 | 2 | 2 | 2 | 2 | | | | 10 | 1,500 | 10 | 15,000.00 | | | |
| | | Cr Resolved 10-30-2012 | Rate Reason 1,500 CRDT RESOLV | | | | | | | | | | | | | | | | | | | | | |
| | | Total: | 1,500 | | | | | | | | | | | | | | | | | | Credit Resolved Total: | | -1 | -1,500.00 |
| 11 | 10-29-2012 | 11-02-2012 | 05:15PM – 05:55PM | EN EWN AT 5PM M-F (7450) | | | | 7 | 30 | 2 | 2 | 2 | 2 | 2 | | | | 10 | 2,400 | 10 | 24,000.00 | | | |
| | | Cr Resolved 10-30-2012 | Rate Reason 2,400 CRDT RESOLV | | | | | | | | | | | | | | | | | | | | | |
| | | 10-30-2012 | 2,400 CRDT RESOLV | | | | | | | | | | | | | | | | | | | | | |
| | | Total: | 4,800 | | | | | | | | | | | | | | | | | | Credit Resolved Total: | | -2 | -4,800.00 |
| 12 | 10-29-2012 | 11-02-2012 | 06:15PM – 06:30PM | EN EWN AT 6P (CFB) (7442) | | | | 7 | 30 | 1 | 1 | 1 | 1 | 1 | | | | 5 | 2,400 | 5 | 12,000.00 | | | |
| | | Cr Resolved 10-30-2012 | Rate Reason 2,400 CRDT RESOLV | | | | | | | | | | | | | | | | | | | | | |
| | | Total: | 2,400 | | | | | | | | | | | | | | | | | | Credit Resolved Total: | | -1 | -2,400.00 |

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MEDIA STRATEGIES & RESEARCH - 7658
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FAIRFAX VA 22030

| Contract No. | Contract Dt | Revision Dt | Rev# | Advertiser | Brand | Product Code | Station/Market | | | | | | | | | | |
|-----------------------|-------------|-------------|------------------------|----------------------------------|----------------------------------|--------------|------------------------------|---------|----------------|---|---|---|---|-----|--------|-----------|-----------|
| 394608 | 08-01-2012 | 11-01-2012 | 6 | GILLIBRAND FOR SENATE 2012 | KIRSTEN GILLIBRAND FOR US SENATE | POLITICALS | WABC - NEW YORK | | | | | | | | | | |
| Agency Est# | | CMS # | Sales Office | Account Executive | Start Date | End Date | Billing | Package | Contract Title | | | | | | | | |
| 11320 | | 240509 | PHILADELPHIA | D. PARKER | 10-29-2012 | 11-04-2012 | M (Broadcast Month, Cycle 1) | N | 240509 | | | | | | | | |
| Line | Start Date | End Date | Time Period | Description | RC | Duration | M | T | W | T | F | S | S | SPW | Price | Tot Spots | Total \$ |
| Agency CPE: E : 11320 | | | | | | | | | | | | | | | | | |
| 13 | 10-29-2012 | 11-02-2012 | 07:00PM - 08:00PM | PA JEOPARDY/WHEEL (7446) | 7 | 30 | 2 | 2 | 2 | 2 | 2 | | | 10 | 4,200 | 10 | 42,000.00 |
| | | Cr Resolved | Rate Reason | | | | | | | | | | | | | | |
| | | 10-30-2012 | 4,200 CRDT RESOLV | | | | | | | | | | | | | | |
| | | Total: | 4,200 | | | | | | | | | | | | | | |
| | | | Credit Resolved Total: | | | | | | | | | | | | | -1 | -4,200.00 |
| 15 | 10-29-2012 | 10-29-2012 | 10:00PM - 11:00PM | PE MONDAY 10-11PM (7474) | 7 | 30 | 1 | | | | | | | 1 | 12,000 | 1 | 12,000.00 |
| 16 | 10-30-2012 | 10-30-2012 | 08:00PM - 09:00PM | PE TUESDAY 8-9PM (7486) | 7 | 30 | | 1 | | | | | | 1 | 18,000 | 1 | 18,000.00 |
| 17 | 10-31-2012 | 10-31-2012 | 08:00PM - 09:00PM | PE WEDNESDAY 8-9PM (7487) | 7 | 30 | | | 1 | | | | | 1 | 11,000 | 1 | 11,000.00 |
| 18 | 11-02-2012 | 11-02-2012 | 10:00PM - 11:00PM | PE FRIDAY 10-11PM (7503) | 7 | 30 | | | | | 1 | | | 1 | 11,000 | 1 | 11,000.00 |
| 19 | 10-29-2012 | 11-02-2012 | 11:15PM - 11:35PM | LN LATE NEWS CFB (7645) | 7 | 30 | 1 | 1 | 1 | 1 | 1 | | | 5 | 4,700 | 5 | 23,500.00 |
| 21 | 11-04-2012 | 11-04-2012 | 11:15PM - 11:35PM | LN LATE NEWS CFB (7645) | 7 | 30 | | | | | | | 1 | 1 | 4,700 | 1 | 4,700.00 |
| 22 | 11-04-2012 | 11-04-2012 | 11:35PM - 12:00AM | TD SIGN-ON TO SIGN-OFF (7611) | 7 | 30 | | | | | | | 1 | 1 | 2,000 | 1 | 2,000.00 |
| 23 | 10-30-2012 | 11-01-2012 | 11:35PM - 12:02AM | LF NIGHTLINE M-F (7453) | 7 | 30 | | 1 | 1 | 1 | | | | 3 | 2,200 | 3 | 6,600.00 |
| 24 | 11-03-2012 | 11-03-2012 | 06:15AM - 10:00AM | AM EWN SA/SU 6-10AM (7434) | 7 | 30 | | | | | | 5 | | 5 | 400 | 5 | 2,000.00 |
| 25 | 11-04-2012 | 11-04-2012 | 09:00AM - 02:00PM | SP: MARATHON (12501) | 7 | 30 | | | | | | | 1 | 1 | 6,500 | 1 | 6,500.00 |
| 26 | 11-02-2012 | 11-02-2012 | 09:00AM - 10:57AM | DA AM DAYTIME 9AM-10:57AM (7437) | 7 | 30 | | | | | 1 | | | 1 | 1,100 | 1 | 1,100.00 |
| 27 | 10-31-2012 | 10-31-2012 | 09:00PM - 09:30PM | PE WEDNESDAY 9-10PM (7491) | 10 | 30 | | | 1 | | | | | 1 | 27,000 | 1 | 27,000.00 |

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| Contract No | Contract Dt | Revision Dt | Rev# | Advertiser | Brand | Product Code | Station/Market |
|-------------|-------------|-------------|------|----------------------------|----------------------------------|--------------|-----------------|
| 394608 | 08-01-2012 | 11-01-2012 | 6 | GILLIBRAND FOR SENATE 2012 | KIRSTEN GILLIBRAND FOR US SENATE | POLITICALS | WABC – NEW YORK |

| Agency Est# | | | CMS # | Sales Office | Account Executive | Start Date | End Date | Billing | Package | Contract Title | | | | | | | |
|-----------------------|------------|------------|-------------------|--|-------------------|------------|------------|------------------------------|---------|----------------|---|---|---|-------------------------|-------|-----------|------------|
| 11320 | | | 240509 | PHILADELPHIA | D. PARKER | 10-29-2012 | 11-04-2012 | M (Broadcast Month, Cycle 1) | N | 240509 | | | | | | | |
| Line | Start Date | End Date | Time Period | Description | RC | Duration | M | T | W | T | F | S | S | SPW | Price | Tot Spots | Total \$ |
| Agency CPE: E : 11320 | | | | | | | | | | | | | | | | | |
| 28 | 11-02-2012 | 11-02-2012 | 09:00AM – 10:00AM | DA AM DAYTIME 9AM–10:57AM (7437) | 7 | 30 | | | | | 1 | | | 1 | 1,800 | 1 | 1,800.00 |
| 29 | 11-02-2012 | 11-02-2012 | 10:00AM – 10:57AM | DA AM DAYTIME 9AM–10:57AM (7437) | 7 | 30 | | | | | 1 | | | 1 | 1,600 | 1 | 1,600.00 |
| 30 | 11-02-2012 | 11-02-2012 | 10:58AM – 12:00PM | DA THE VIEW (10707) | 7 | 30 | | | | | 1 | | | 1 | 3,500 | 1 | 3,500.00 |
| 31 | 11-02-2012 | 11-02-2012 | 12:30PM – 03:00PM | DA PM DAYTIME ROTATION 12NOON–4PM (7439) | 7 | 30 | | | | | 1 | | | 1 | 1,500 | 1 | 1,500.00 |
| 32 | 11-02-2012 | 11-02-2012 | 03:00PM – 03:59PM | DA KATIE COURIC M–F (12182) | 7 | 30 | | | | | 1 | | | 1 | 1,700 | 1 | 1,700.00 |
| 33 | 11-02-2012 | 11-02-2012 | 04:15PM – 04:59PM | EN EWN AT 4PM M–F (11372) | 7 | 30 | | | | | 1 | | | 1 | 1,500 | 1 | 1,500.00 |
| 34 | 11-02-2012 | 11-02-2012 | 11:35PM – 12:02AM | LF NIGHTLINE M–F (7453) | 7 | 30 | | | | | 1 | | | 1 | 2,200 | 1 | 2,200.00 |
| 35 | 11-03-2012 | 11-03-2012 | 11:30PM – 12:05AM | LN LATE NEWS CFB (7645) | 7 | 30 | | | | | | | 1 | 1 | 2,000 | 1 | 2,000.00 |
| 36 | 11-02-2012 | 11-02-2012 | 12:02AM – 01:08AM | LF JIMMY KIMMEL LIVE (7455) | 7 | 30 | | | | | 1 | | | 1 | 1,000 | 1 | 1,000.00 |
| 37 | 11-03-2012 | 11-04-2012 | 12:00AM – 01:05AM | TD SIGN-ON TO SIGN-OFF (7611) | 7 | 30 | | | | | | | 2 | 2 | 400 | 4 | 1,600.00 |
| 38 | 11-04-2012 | 11-04-2012 | 07:00AM – 09:00AM | SP: PRE MARATHON COVERAGE (12502) | 7 | 30 | | | | | | | | X | 3,000 | 1 | 3,000.00 |
| | | | | | | | | | | | | | | Contracted Gross Total: | | 115 | 324,900.00 |
| | | | | | | | | | | | | | | Actual Gross Total: | | 101 | 295,700.00 |
| | | | | | | | | | | | | | | Agency Commission: | | | 44,355.00 |
| | | | | | | | | | | | | | | Net Total: | | | 251,345.00 |

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|-----------------------|---------------------------|---------------------------|------------------------------|--|---|----------------------------|---|--------------|--------------------------|---|---|---|---|--------------|-------|-----------|----------|
| Contract No 394608 | Contract Dt 08-01-2012 | Revision Dt 11-01-2012 | Rev# 6 | Advertiser GILLIBRAND FOR SENATE 2012 | Brand KIRSTEN GILLIBRAND FOR US SENATE | Product Code POLITICALS | Station/Market WABC - NEW YORK | | | | | | | | | | |
| Agency Est# 11320 | | CMS # 240509 | Sales Office PHILADELPHIA | Account Executive D. PARKER | Start Date 10-29-2012 | End Date 11-04-2012 | Billing M (Broadcast Month, Cycle 1) | Package N | Contract Title 240509 | | | | | | | | |
| Line | Start Date | End Date | Time Period | Description | RC | Duration | M | T | W | T | F | S | S | SPW | Price | Tot Spots | Total \$ |
| | | | Agency CPE: E : 11320 | | | | | | | | | | | | | | |
| Month/YR | | Preempted | | Made Good | | Contract Total | | Adjustments | | | | | | Actual Total | | | |
| Nov 12 | | 51,400.00 | | 0.00 | | 324,900.00 | | 29,200.00 CR | | | | | | 295,700.00 | | | |
| TOTAL | | 51,400.00 | | 0.00 | | 324,900.00 | | 29,200.00 CR | | | | | | 295,700.00 | | | |

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